

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Proposed Claim Amendments**

Atty. Docket No.  
**VIGN1260-1**

Applicant

**Sean M. McCullough**

Application Number

**09/681,760**

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**05/31/2001**

Title

**Method for Click-Stream Analysis Using Web  
Directory Reverse Categorization**

Group Art Unit

**2154**

Examiner

**Patel, Ashokkumar B.**

Confirmation Number:

**6413**

Onita Cannon

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

Applicant respectfully requests the Examiner reconsider the rejections of the Claims in view of this reply.

Fat - 12/5/06

**IN THE CLAIMS:**

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. Cancelled
2. Cancelled
3. Cancelled.
4. (Currently Amended) The method of claim 423, further comprising:  
selecting a first marketing information regarding an item, wherein selecting is based  
at least in part on the user profile; and  
sending the first marketing information to the user.
5. (Original) The method of claim 4, wherein:  
selecting is performed by a network access provider; and  
the first marketing information includes a banner advertisement that is to be displayed  
near a periphery of a view.
6. (Original) The method of claim 4, wherein:  
at least one of the network addresses corresponds to a network site is owned or  
controlled by a company that sells the item; and  
the first marketing information comprises an offer to sell the item.
7. (Original) The method of claim 4, wherein:  
selecting comprises selecting the first marketing information and a second marketing  
information; and  
the method further comprises applying a filter, wherein:  
the second marketing information is filtered out and the first marketing  
information passes; and  
applying the filter is performed before sending.

8. (Currently Amended) The method of claim 423, further comprising selling the user profile.
9. (Currently Amended) The method of claim 423, wherein:  
accessing the second data comprises accessing the corresponding category  
information from a third-party source; and  
the corresponding category information includes meta tags for the network addresses.
10. Cancelled
11. Cancelled
12. Cancelled
13. (Currently Amended) The data processing system readable medium of claim 4026,  
wherein the method further comprises:  
selecting a first marketing information regarding an item, wherein selecting is based  
at least in part on the user profile; and  
sending the first marketing information to the user.
14. (Original) The data processing system readable medium of claim 13, wherein:  
selecting is performed by a network access provider; and  
the first marketing information includes a banner advertisement that is to be displayed  
near a periphery of a view.
15. (Original) The data processing system readable medium of claim 13, wherein:  
at least one of the network addresses corresponds to a network site is owned or  
controlled by a company that sells the item; and  
the first marketing information comprises an offer to sell the item.
16. (Original) The data processing system readable medium of claim 13, wherein:  
selecting comprises selecting the first marketing information and a second marketing  
information; and

the method further comprises applying a filter, wherein:

the second marketing information is filtered out and the first marketing information passes; and  
applying the filter is performed before sending.

17. (Currently Amended) The data processing system readable medium of claim ~~40~~26, wherein the method further comprises selling the user profile.
18. (Currently Amended) The data processing system readable medium of claim ~~40~~26, wherein:
  - accessing the second data comprises accessing the corresponding category information from a third-party source; and
  - the corresponding category information includes meta tags for the network addresses.
19. (Currently Amended) The method of claim 223, wherein comparing data for the user within the table to existing profiles includes performing click stream analysis.
20. (Currently Amended) The method of claim 223, wherein comparing data for the user within the table to existing profiles includes:
  - applying data mining rules to the data for the user to determine characteristics of the user; and
  - comparing the characteristics of the user to characteristics included in the existing profiles.
21. (Currently Amended) The data processing system readable medium of claim ~~41~~26, wherein comparing data for the user within the table to existing profiles includes performing click stream analysis.
22. (Currently Amended) The data processing system readable medium of claim ~~41~~26, wherein comparing data for the user within the table to existing profiles includes
  - applying data mining rules to the data for the user to determine characteristics of the user; and

comparing the characteristics of the user to characteristics included in the existing profiles.

23. (Currently Amended) A method of profiling a user comprising:
- accessing first data including a first identifier associated with the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses, wherein the first data is determined at a first location remote from the user;
  - accessing second data at a second location remote from the user and the network addresses, wherein accessing the second data further comprises sending at least some of the network addresses to the second location and receiving corresponding category information for each of the at least some network addresses, the corresponding category information including at least one meta tag;
  - generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information by creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information including at least one meta tag, and a third column for the at least some of the temporal information;
  - comparing data for the user within the table to existing profiles including a first profile;
  - and
  - associating the user with the first profile.
24. (Previously Presented) The method of claim 23, wherein the at least one meta tag is included in code associated with at least one of the network addresses.
25. (Previously Presented) The method of claim 24, wherein the category information is sorted in chronological order.
26. (New) A data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform a method of profiling a user, the method comprising:

accessing first data including a first identifier associated with the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses, wherein the first data is determined at a first location remote from the user;

accessing second data at a second location remote from the user and the network addresses, wherein accessing the second data further comprises sending at least some of the network addresses to the second location and receiving corresponding category information for each of the at least some network addresses, the corresponding category information including at least one meta tag;

generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information by creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information including at least one meta tag, and a third column for the at least some of the temporal information;

comparing data for the user within the table to existing profiles including a first profile;

and

associating the user with the first profile.

27. (New) The data processing system readable medium of claim 26, wherein the at least one meta tag is included in code associated with at least one of the network addresses.
28. (New) The data processing system readable medium of claim 27, wherein the category information is sorted in chronological order.



06/02/2000

**IN THE CLAIMS:**

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. (Currently Amended) A method of profiling a user comprising:
  - accessing first data including a first identifier associated with the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses, wherein the first data is determined at a first location remote from the user;
  - accessing second data at a second location remote from the user and the network addresses, wherein accessing the second data further comprises sending at least some of the network addresses to the second location and receiving corresponding category information for each of the at least some network addresses, the corresponding category information including at least one meta tag; and
  - generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information, wherein category information can be sorted in chronological order.
2. (Previously Presented) The method of claim 1, wherein generating the user profile comprises:
  - creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;
  - comparing data for the user within the table to existing profiles including a first profile; and
  - associating the user with the first profile.
3. Cancelled.

4. (Original) The method of claim 1, further comprising:  
selecting a first marketing information regarding an item, wherein selecting is based at least in part on the user profile; and  
sending the first marketing information to the user.
5. (Original) The method of claim 4, wherein:  
selecting is performed by a network access provider; and  
the first marketing information includes a banner advertisement that is to be displayed near a periphery of a view.
6. (Original) The method of claim 4, wherein:  
at least one of the network addresses corresponds to a network site is owned or controlled by a company that sells the item; and  
the first marketing information comprises an offer to sell the item.
7. (Original) The method of claim 4, wherein:  
selecting comprises selecting the first marketing information and a second marketing information; and  
the method further comprises applying a filter, wherein:  
the second marketing information is filtered out and the first marketing information passes; and  
applying the filter is performed before sending.
8. (Original) The method of claim 1, further comprising selling the user profile.
9. (Original) The method of claim 1, wherein:  
accessing the second data comprises accessing the corresponding category information from a third-party source; and  
the corresponding category information includes meta tags for the network addresses.



10. (Currently Amended) A data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform a method of profiling a user, the method comprising:
  - accessing first data including a first identifier associated with the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses, wherein the first data is determined at a first location remote from the user;
  - accessing second data at a second location remote from the user and the network addresses, wherein accessing the second data further comprises sending at least some of the network addresses to the second location and receiving corresponding category information for each of the at least some network addresses, the corresponding category information including at least one meta tag;
  - and
  - generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information, wherein the category information can be sorted in chronological order.
11. (Previously Presented) The data processing system readable medium of claim 10, wherein generating the user profile comprises:
  - creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;
  - comparing data for the user within the table to existing profiles including a first profile;
  - and
  - associating the user with the first profile.
12. Cancelled.

13. (Original) The data processing system readable medium of claim 10, wherein the method further comprises:
  - selecting a first marketing information regarding an item, wherein selecting is based at least in part on the user profile; and
  - sending the first marketing information to the user.
14. (Original) The data processing system readable medium of claim 13, wherein:
  - selecting is performed by a network access provider; and
  - the first marketing information includes a banner advertisement that is to be displayed near a periphery of a view.
15. (Original) The data processing system readable medium of claim 13, wherein:
  - at least one of the network addresses corresponds to a network site is owned or controlled by a company that sells the item; and
  - the first marketing information comprises an offer to sell the item.
16. (Original) The data processing system readable medium of claim 13, wherein:
  - selecting comprises selecting the first marketing information and a second marketing information; and
  - the method further comprises applying a filter, wherein:
    - the second marketing information is filtered out and the first marketing information passes; and
    - applying the filter is performed before sending.
17. (Original) The data processing system readable medium of claim 10, wherein the method further comprises selling the user profile.
18. (Original) The data processing system readable medium of claim 10, wherein:
  - accessing the second data comprises accessing the corresponding category information from a third-party source; and
  - the corresponding category information includes meta tags for the network addresses.

19. (Previously Presented) The method of claim 2, wherein comparing data for the user within the table to existing profiles includes performing click stream analysis.
20. (Previously Presented) The method of claim 2, wherein comparing data for the user within the table to existing profiles includes:
  - applying data mining rules to the data for the user to determine characteristics of the user; and
  - comparing the characteristics of the user to characteristics included in the existing profiles.
21. (Previously Presented) The data processing system readable medium of claim 11, wherein comparing data for the user within the table to existing profiles includes performing click stream analysis.
22. (Previously Presented) The data processing system readable medium of claim 211, wherein comparing data for the user within the table to existing profiles includes
  - applying data mining rules to the data for the user to determine characteristics of the user; and
  - comparing the characteristics of the user to characteristics included in the existing profiles.

23. (New) A method of profiling a user comprising:

accessing first data including a first identifier associated with the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses, wherein the first data is determined at a first location remote from the user;

accessing second data at a second location remote from the user and the network addresses, wherein accessing the second data further comprises sending at least some of the network addresses to the second location and receiving corresponding category information for each of the at least some network

addresses, the corresponding category information including at least one meta tag;

generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information by creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;

comparing data for the user within the table to existing profiles including a first profile;

and

associating the user with the first profile.

including at least one meta tag

24. (New) The method of claim 23, wherein the at least one meta tag is included in code associated with at least one of the network addresses.

25. (New) The method of claim 24, wherein the category information is sorted in chronological order.

